

Channel Performance Across Measurement Models

Source: [The Real Measurement Stack for 2026, Attribution, Incrementality, and MMM Working Together Angle: You already touched ROAS/POAS/MER. The stronger follow-up is a more operational article on when to use each model, where each one fails, and how leadership teams should read them together. Google and IAB are both pushing this direction.](#)

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Cross-model analysis of paid search, display, social, and TV showing attribution vs incrementality vs MMM metrics.

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Channel	Attribution % of Conversions	Incrementality Lift %	MMM Contribution %	Interpretation
Paid Search	45%	18%	28%	High attribution, moderate incrementality suggests capturing existing demand
Display	22%	8%	12%	Attribution over-credits; incrementality confirms limited true impact
Paid Social	18%	15%	16%	Strong alignment suggests genuine incremental contribution
TV	0%	N/A	24%	Attribution blind to offline; MMM captures full brand impact

[Read the full article ?](#)

<https://ronnyhossain.com/insights-hub/measurement-stack-attribution-incrementality-mmm-working-together/>